
Introduction

These guidelines address basic questions which exporters of cut flowers and ornamental foliage will need answered before they try to venture into the difficult and demanding German market.

Successful marketing involves:

- **Identifying the market demands** for floricultural products with respect to; assortment, produce quality, cropping seasons and packaging.
- **Understanding the legislative regulations** and the need for market servicing.
- **Supplying those demands at a profit.**

This handbook provides the exporter with basic information on the German market and identifies where more detailed information can be obtained. However, consumer preferences may change rapidly, and may also be influenced by market promotion and produce quality. The prospective exporter should study the market and its potential before venturing into a cut flower and/or ornamental foliage project.

This is the fifth of a series of practical handbooks published by the Export Market Development Division of the Commonwealth Secretariat. It has been written in response to requests from exporters and exporting countries for overall information on the German market for cut flowers and ornamental foliage.

The handbook has been divided into three sections:

The first provides:

an overview of the market covering market channels, market size, products, packaging and terms of business. This section will help the exporter to **identify potential outlets** and **service the market**.

The second concentrates on:

individual groups of cut flowers and ornamental foliage. The varieties have been selected both because they are suitable for export by grower exporters in the Commonwealth and because they are well established on the German market. Each product section provides **information relevant to production** and basic product requirements, such as variety, appearance, timing and also information about **postharvest handling** such as grading, packing, storage etc. Finally it reviews the **German market** and sets out phytosanitary and quality requirements and tariff information.

The third contains:

appendices providing information on procedures, addresses of organisations and importers, advice on handling complaints, sources of price and market information and a draft contract between exporters and German importers.